

## National Beef Cook-Off® Program Update – 9-9-11

Program staff is in the process of securing a partnership with Ahold USA, as a Northeast region retail partner to work with the Beef Checkoff funded National Beef Cook-Off program in promoting beef, during a specified period this fall. The retail promotion will involve real people and online engagement to sell beef and motivate consumers to cook the winning beef recipe. The plan includes an in-store recipe sampling promotion featuring one of the 2011 winning beef recipes on a specified two-day weekend in 272 Ahold stores to boost sales of ranch steaks or top sirloin steaks. During the same time, an online promotion will direct Ahold store customers to log on to the Ahold website home page where they will click a link to the [www.beefcookoff.org](http://www.beefcookoff.org) website to view the National Beef Cook-Off recipe being promoted, with an 'Opt-In Offer' to participate in a daily drawing for a prize, during a seven day period surrounding the promotion. A sales report will track % increase of beef sales from the in-store promotion. A website report will track the number of Ahold store customers who viewed the beefcookoff.org website landing page that featured the recipe during the promotion.

Plans are underway for the Beef Checkoff funded National Beef Cook-Off program, to build consumer awareness of beef's benefits and demonstrate how easy it is to prepare a variety of nutritious beef recipes, at the Metropolitan Cooking & Entertaining Show at the Washington DC Convention Center on November 5-6. Over 30 cattlemen volunteers will engage with 20,000+ consumer cooking enthusiasts at three exhibit areas. The 2011 National Beef Cook-Off grand prize winner will be announced and introduced to DC media and show attendees. Three of DC's top culinary school food instructors will demonstrate how to prepare the 20 winning beef recipes, to a changing seated audience of 100, every fifteen minutes. Two of DC's top catering companies will prepare 15,000 winning beef recipe samples for tasting and voting by the attendees. A third exhibit will engage attendees by hosting a 'Tweet Up' to share posts and updates from our booth via social media, play an electronic game show where they will answer questions about safe beef preparation, how to properly cook beef and beef's nutrition benefits. Attendees will be "Beef Stars" when we shoot flip videos of booth-goers telling us how they love to cook beef. Content will be repurposed for use on social media platforms.